IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Canceled)

2.   (Currently Amended) A method, comprising:

receiving one or more bid amounts for a keyword, wherein each bid amount is associated with a listing;

returning one or more listings responsive to a query associated with the keyword, wherein the listings are organized in an order associated with the respective bid amounts of the responsive listings;

receiving an indication that a selected listing included in the responsive listings has been selected; and

crediting automatically to a referral service associated with the selected listing a portion of a bid amount received from an advertiser for the selected listing using web services;

wherein returning one or more listings responsive to the query includes receiving from each of one or more listing sources included in a plurality of listing sources a corresponding set of one or more listings responsive to the query and for each listing a corresponding bid amount.

3.   (Previously presented) A method as recited in claim 2, further comprising crediting to a listing source that returned the local business listings responsive to the query a portion less than the full amount of the corresponding selected listing bid amount.

4.   (Previously presented) A method as recited in claim 3, wherein addition of the portion credited to the referral service and the portion credited to the listing source equals the full amount of the corresponding selected listing bid amount.

5.   (Previously presented) A method as recited in claim 2, wherein the listing is one or more of the following: a directory assistance listing and a local business listing.

6.   (Previously presented) A method as recited in claim 2, wherein at least one of the one or more bid amounts is based at least in part on a time value.

7.   (Previously presented) A method as recited in claim 6, wherein the time value is associated with a time at which a corresponding listing is selected.

8.   (Previously presented) A method as recited in claim 2, wherein at least one of the one or more bid amounts is based at least in part on a distance value.

9.   (Previously presented) A method as recited in claim 8, wherein the distance value is associated with the distance between a location associated with a listing and a location associated with one or more of the following: the query, a user of the query, and the listing source.

10.   (Previously presented) A method as recited in claim 2, wherein the listings are responsive to the query only if the listings are associated with a location within a distance value from a location associated with one or more of the following: the query, a user of the query, and the listing source.

11.   (Previously presented) A method as recited in claim 2, wherein receiving the one or more bid amounts for the keyword includes synchronizing a shared database with one or more databases of one or more listing sources from which the one or bid amounts are received.

12.   (Previously presented) A method as recited in claim 11, wherein the synchronization is performed periodically.

13.   (Previously presented) A method as recited in claim 11, wherein the databases of listing sources includes at least two databases of different formats that synchronize with the same shared database.

14. (Previously presented) A method as recited in claim 2, wherein query is associated with an interactive voice response system.

15. (Previously presented) A method as recited in claim 2, wherein crediting to the referral service includes placing transaction data in a queue.

16. (Previously presented) A method as recited in claim 15, wherein the transaction data is associated with a metadata that can be used to recover the crediting from a failure.

17. (Currently amended) A system, comprising:
 a processor configured to:
  receive one or more bid amounts for a keyword, wherein each bid amount is associated with a listing;
  return one or more listings responsive to a query associated with the keyword, wherein the listings are organized in an order associated with the respective bid amounts of the responsive listings;
  receive an indication that a selected listing included in the responsive listings has been selected; and
  credit automatically to a referral service associated with the selected listing a portion of a bid amount received from an advertiser for the selected listing using web services;
  wherein to return one or more listings responsive to the query includes receiving from each of one or more listing sources included in a plurality of listing sources a corresponding set of one or more listings responsive to the query and for each listing a corresponding bid amount; and
 a memory coupled with the processor, wherein the memory is configured to provide the processor with instructions.

18. (Previously presented) A system as recited in claim 17, wherein the processor is further configured to credit to a listing source that returned the local business listings responsive to the query a portion less than the full amount of the corresponding selected listing bid amount.

19.   (Previously presented) A system as recited in claim 17, wherein at least one of the one or more bid amounts is based at least in part on one or more of the following: a time value and a distance value.

20.   (Cancelled)

21.   (Cancelled)

22.   (Previously presented) A method as recited in claim 2, wherein the referral service is a listing source.